



# FLOURISH IN THE PARK

JOIN THE NEIGHBOURHOOD  
SUCCESS STORY

ELEPHANT  
PARK 





**BE PART OF A THRIVING  
NEW NEIGHBOURHOOD  
IN ZONE 1, CURATED TO  
REFLECT THE SPIRIT OF  
ELEPHANT & CASTLE**





# WELCOME TO ELEPHANT PARK

One of Zone 1 London's most unique and diverse neighbourhoods. A vibrant collection of high street environments, created to champion local businesses and people to allow the personality of Elephant & Castle to shine through. Elephant Park is a must visit destination, where residents are proud to live, and retailers are thriving.

**This is one of the last opportunities to join a passionate community that is flourishing in the park.**



# A PROSPERING COMMUNITY

At Elephant Park life is good and retail is thriving, but with so many success stories to choose from, you don't have to take our word for it.

“ I've been here in Elephant Park for nearly two years. When I got this chance I was so surprised and excited, because when a big company like Lendlease trusts you and gives you this chance, especially a small business like mine, it's really nice. They held my hand and helped me to get here. ”

Beza Berhanu – Owner, Beza Ethiopian Vegan Food



With Lendlease, it's been a long but amazing journey. My dream was always Elephant Park, because it's an amazing development with thousands of homes and 50 retail units...

Sebastien Sainsbury  
Founder, Crate to Plate

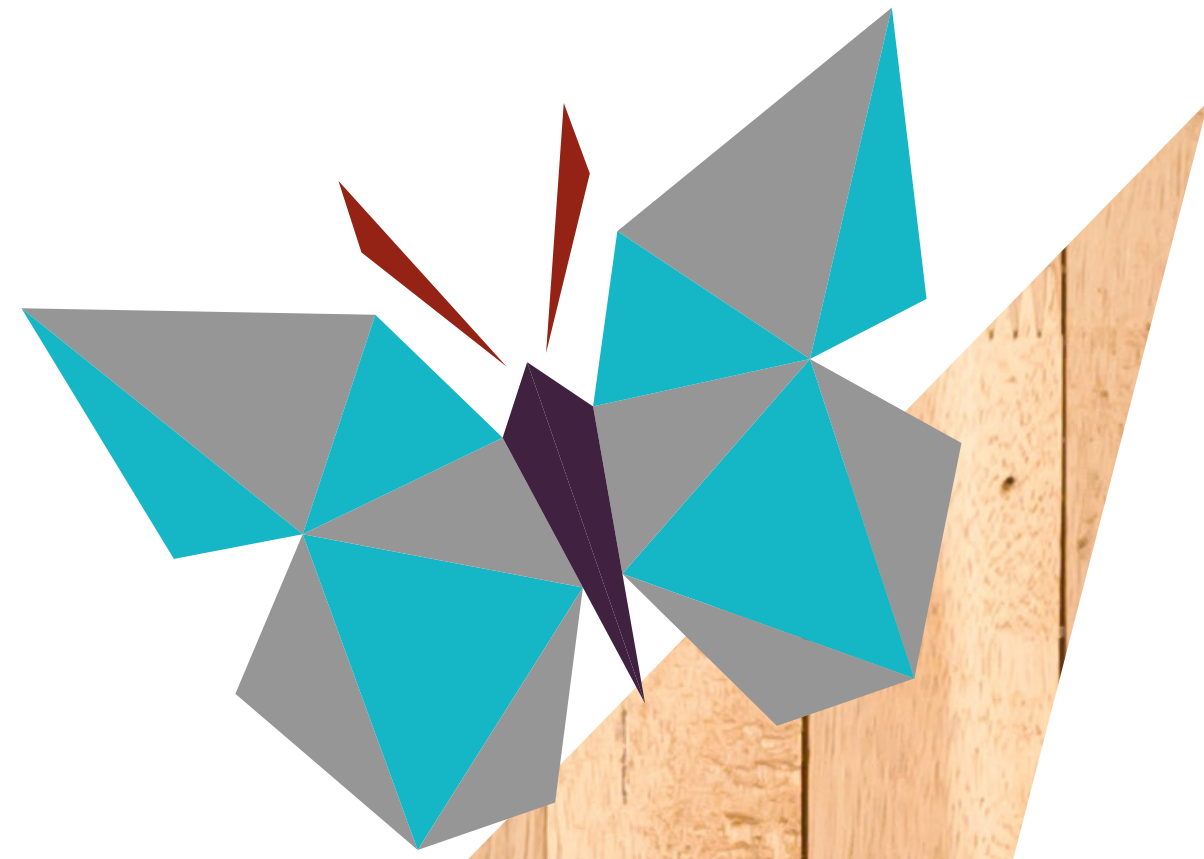




What Elephant Park has done in terms of our broader strategic expansion...it has allowed us to launch in Manchester, Bristol, Oxford and Cambridge. Having a contract with a landlord like Lendlease opens doors and shows proof of concept.

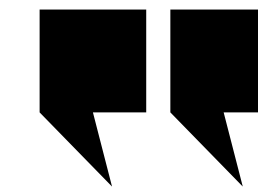


**Laurence Higgins**  
Director of Impact, Change Please



**“Lendlease identified our roots within the culture and identity of Elephant Park and we’re both grateful and proud to be part of the project.”**

**Sebastian O’Driscoll,**  
co-founder of The Tap In



With our South London roots, Elephant Park is a great location for our latest store opening. We are delighted to sit alongside such an exciting and diverse array of retailers and restaurants. We are really looking forward to continuing as part of the Elephant Park community.

**Peter Milne**  
Co-Founder of The Nunhead Gardener



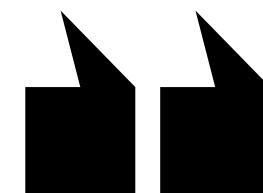


It is great working with the Lendlease team, and we're happy to be part of the Elephant Park community. We've had great success here despite opening in a time that was really challenging, because there has been amazing support along the way.

Eddie Chan  
Owner of Kiki & Miumiu



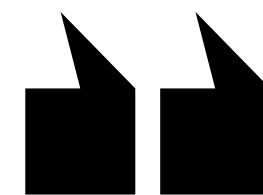
Lendlease understood the importance of having an independent pub as part of its community, and we are grateful for their support in helping to make this new venue a reality.



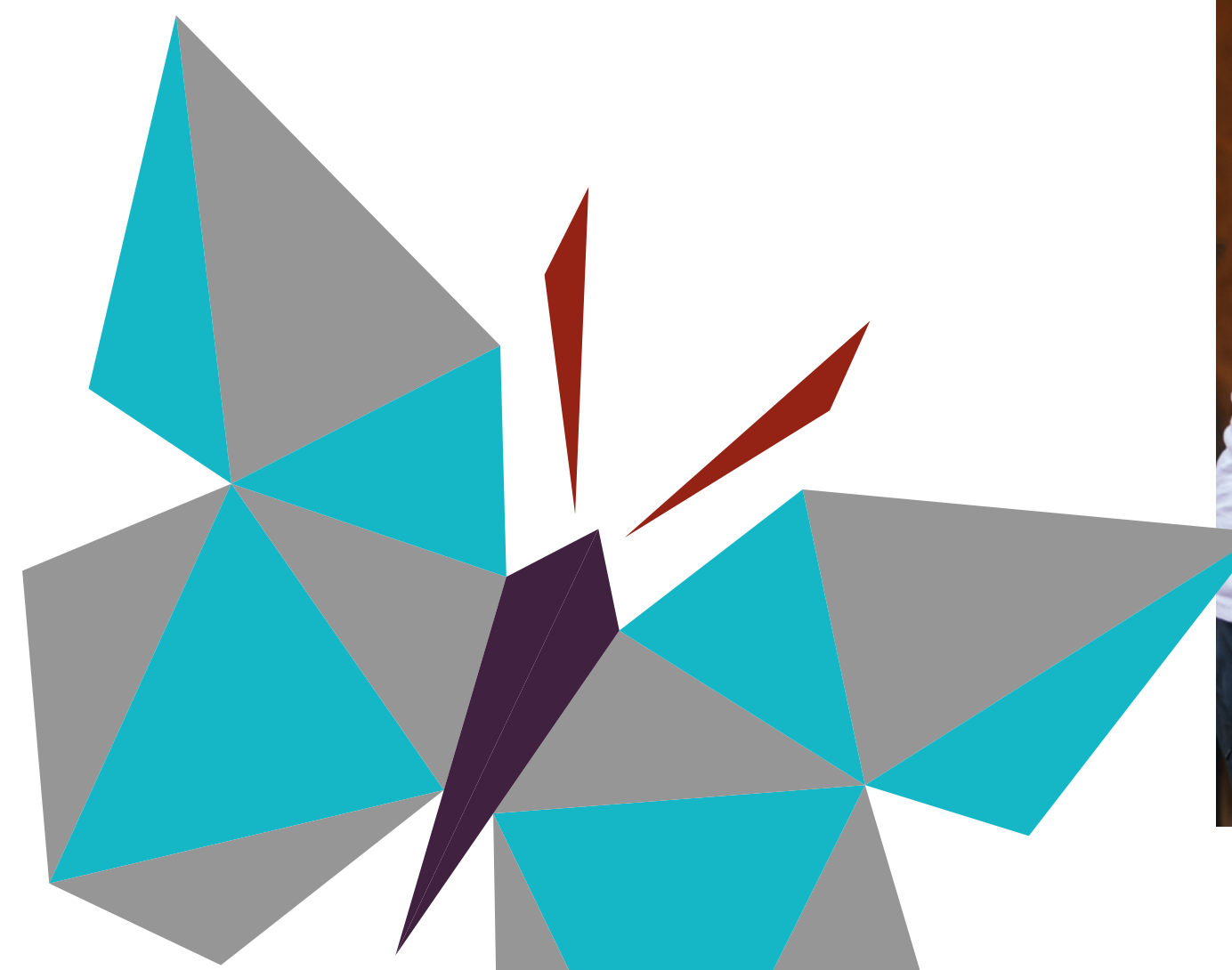
Sarah Wall – Owner of The Rosy Hue



Lendlease found someone to help us with our business plan. They've been a very supportive landlord, especially throughout Covid.



Linda Johnson – Co-Owner of Tasty Jerk



# JOIN THE PARTY IN THE PARK

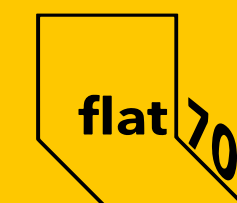
Over 50 units across 4 curated high streets are occupied by a personality-packed blend of retail and leisure. Join artists, music collectives, the local Library, beauticians, hairdressers, chefs, gamers and gardeners with a real sense of belonging and support that is unique to Elephant Park.

**This will be one of the final opportunities to join the community.**

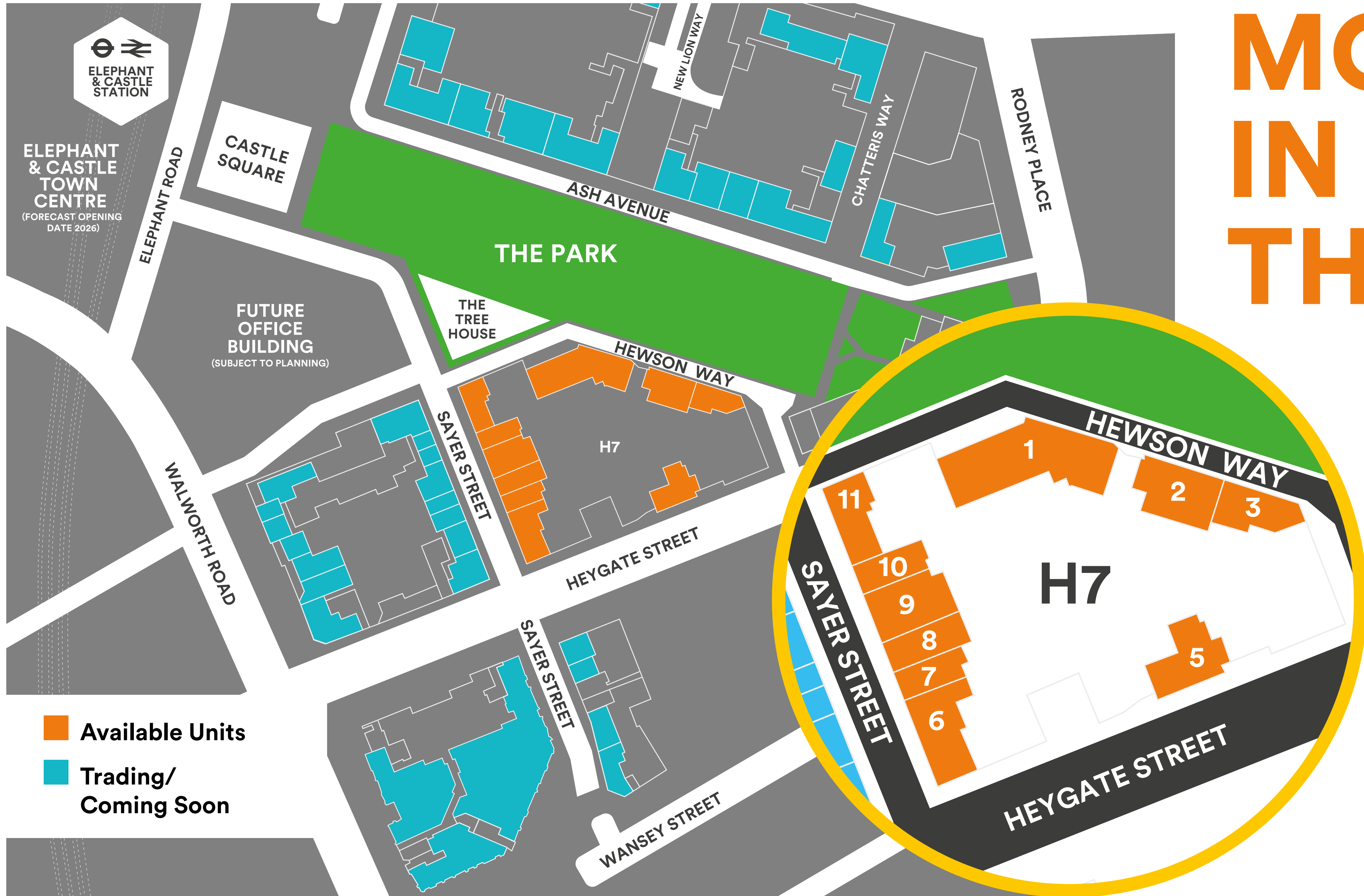
A snapshot of some of our retailers:



TEMPO | 301



# MOVE IN AND THRIVE



## Hewson Way (Park facing)

- Unit 1: 391m<sup>2</sup> 4,209 sq ft
- Unit 2: 178m<sup>2</sup> 1,916 sq ft
- Unit 3: 131m<sup>2</sup> 1,410 sq ft

## Heygate Street

- Unit 5: 156m<sup>2</sup> 1,679 sq ft

## Sayer Street

- Unit 6: 183m<sup>2</sup> 1,970 sq ft
- Unit 7: 94m<sup>2</sup> 1,012 sq ft
- Unit 8: 111m<sup>2</sup> 1,195 sq ft
- Unit 9: 179m<sup>2</sup> 1,927 sq ft
- Unit 10: 94m<sup>2</sup> 1,012 sq ft
- Unit 11: 140m<sup>2</sup> 1,507 sq ft



# OUR APPROACH TO RETAIL GOES FAR BEYOND DESIGN, BUILD AND LEASING.

We curate our retail environments to play an authentic role in the creation of the place. When you move into Elephant Park you'll already know you're the right fit to succeed, because we work with businesses we believe in and invest in your success.

The value operators bring to our community goes beyond the financials, and we get that. We will work with you and invest our time in exploring environmental and social outcomes because we know how important they are to the long-term vitality of a destination.

Are you a local business looking to partner with the park? Ask us about our support packages including incentives and discounted structured terms on rents.



**£2.5bn**

Regeneration project

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**50+**

Bars, restaurants and shops  
across Elephant Park

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**28 acre**

Lendlease development  
in Zone 1



# EVERYONE IS HERE FOR A REASON

At Elephant Park there is no 'one-size fits all solution'. Every experience is an authentic reflection of the needs, wants and personality of the people it was created for – the local community, new residents, workers, and visitors from far and wide.

**47%**

of visitors are either local residents (24%) or from the immediate catchment (23%)

**28%**

of visitors are 'Londoners'

**12%**

are domestic visitors

**53%**

of visitors to Sayer Street are from the Affluent Achievers, Rising Prosperity or Comfortable Communities Acorn Groups





# THE PERFECT MIX OF RESIDENTS, WORKERS AND VISITORS

With incredible transport links that reach across the city, the appeal of a unique high street experience, eclectic markets, and a beautiful new park - a reinvigorated Elephant & Castle is on everyone's London itinerary.



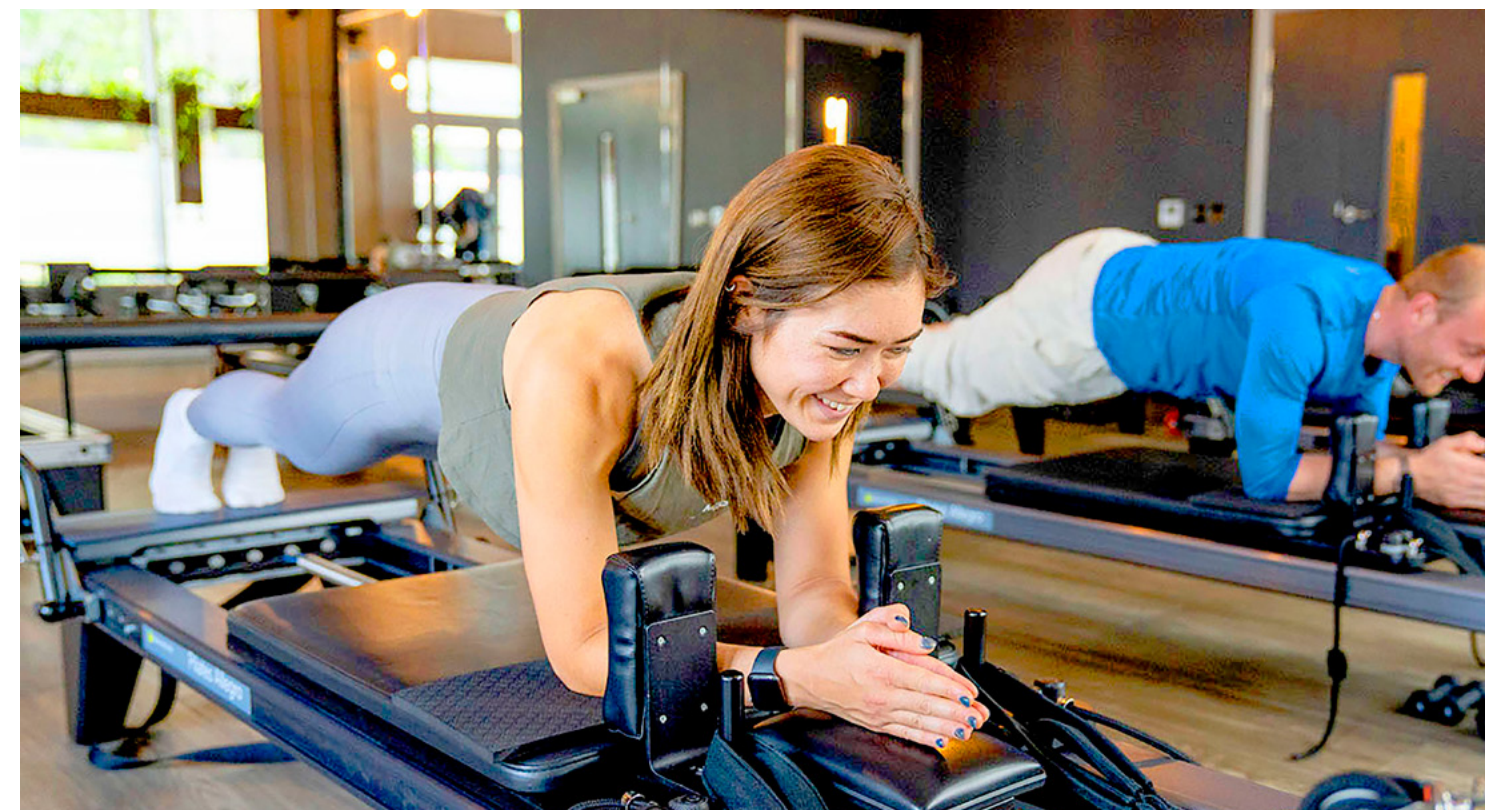
Catchment population set to increase by **220,000**

**23m+** Passengers pass through Elephant & Castle tube annually

**3,000** New homes

**£20m+** Invested in transport

# A WONDERFULLY IMAGINATIVE NEW PUBLIC REALM AND RETAIL MIX

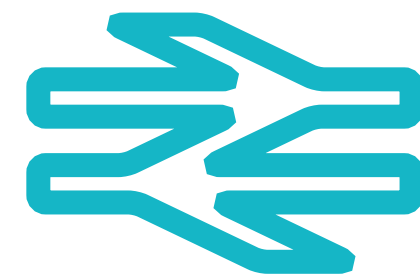


# ZONE ONE

2 stops to Waterloo, 8 mins to the West End, 5 mins to the City, 4 stops to Charing Cross. Direct links to: King's Cross St Pancras, Bank, Oxford Circus, Farringdon and London Bridge



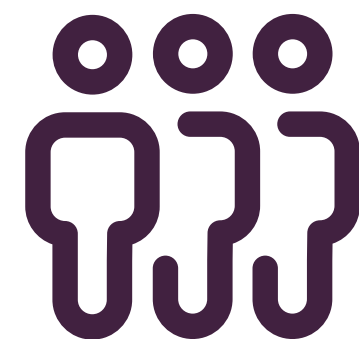
2 underground lines:  
Northern  
and Bakerloo



Direct overground trains  
to Farringdon, King's  
Cross and Blackfriars



28 bus routes  
connecting to the  
whole of London

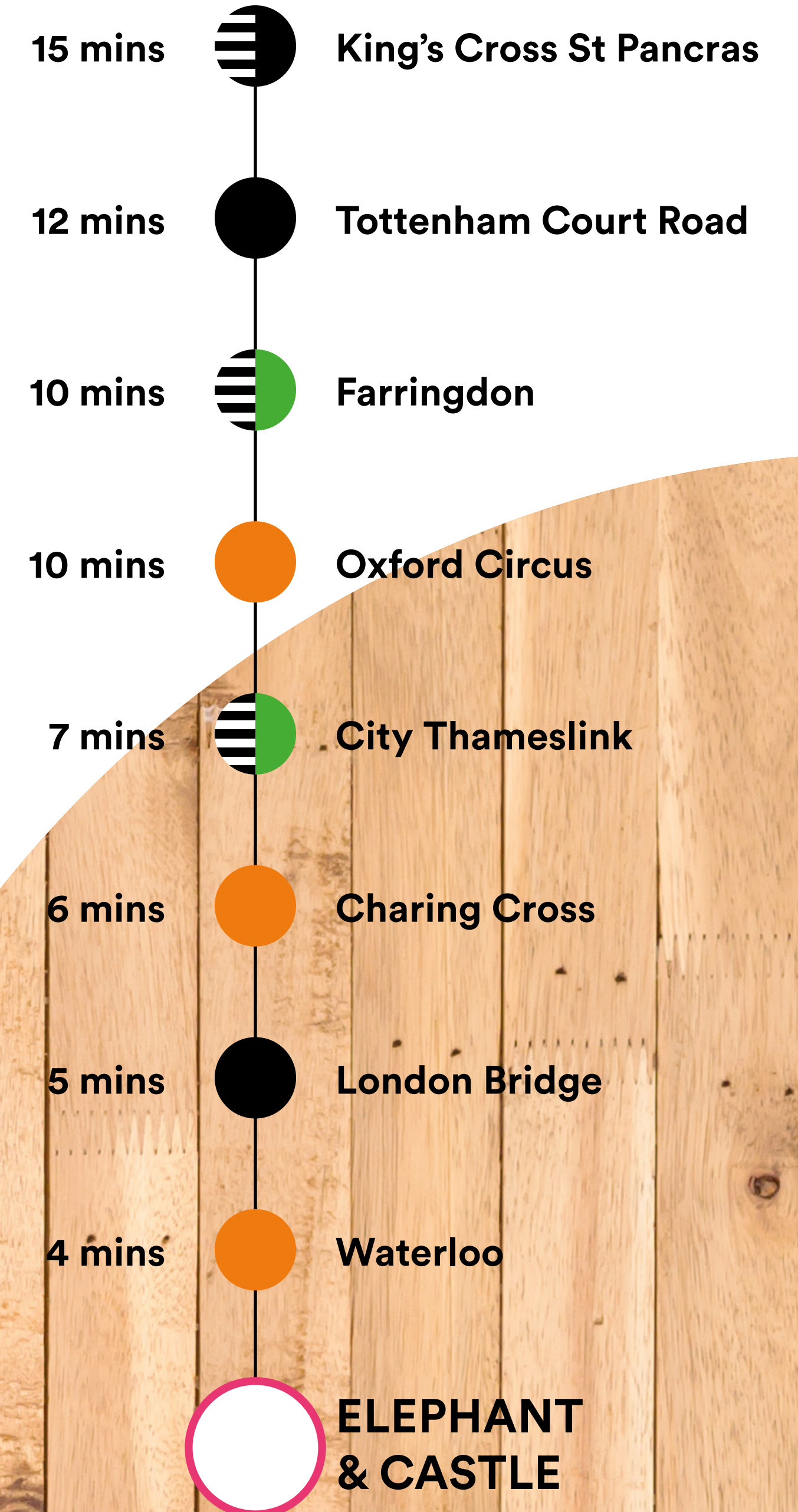


Most of central  
London within easy  
walking distance



On the cycle superhighway  
with 90 hire bikes and  
3000+ bike spaces

- Bakerloo Line
- Northern Line
- South Eastern Trains
- Thameslink





# MISSION ZERO

Elephant Park has set itself the high ambition of being among the most sustainable inner-city urban regeneration projects in the world, in line with our company-wide mission. With this vision in mind, we can truly deliver above and beyond what is expected and make a real difference for the project and the area, and to ensure that it becomes part of London's already rich tapestry of green spaces and streets.

Ultimately, this place should nurture and contribute to the natural systems that will sustain us all, not deplete them – this is the only way we can really guarantee positive longevity and legacy for the project. The park and the landscaping have been specifically designed to enhance biodiversity in the area, but our biggest commitment, made from the outset, is for Elephant Park to be net-zero carbon in operation by the time the project completes.

At Lendlease, we're tackling the biggest threat to our planet: climate change. To help avoid the worst impacts of climate change, we are eliminating carbon emissions from our business. We aim to be Net Zero Carbon by 2025, and Absolute Zero Carbon by 2040, with no offsets and no excuses.

**We call this our Mission Zero.**

# PLEASE CONTACT US

## AFFORDABLE RETAIL FOR LOCAL BUSINESSES

We offer a number of support packages to assist local businesses. Get in touch today to find out how we can help you locate your business in one of London's most exciting new developments.

For more information including detailed plans and unit sizes please visit [elephantpark.co.uk/retail](http://elephantpark.co.uk/retail)



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### Disclaimer

The contents of this document have been prepared by Lendlease as developer. The document has been prepared for information purposes only and to guide Lendlease colleagues and their consultants in the development of Elephant Park. This document portrays Lendlease's vision for Elephant Park. It does not constitute what Lendlease will deliver in Elephant Park and the images and words used are to convey the concepts and ideas of the team. Many of the concepts and ideas within this book are aspirations only, all subject to approval and funding by Lendlease. All illustrations and imagery are for conceptual purposes only and are subject to design development and regulatory authority. Lendlease makes no warranties or representations as to the accuracy, correctness (political or otherwise), reliability, omissions or errors of the information and content provided. Nothing in this document constitutes specific technical, financial or investment advice and prospective owners and tenants are advised to seek their own advice. Lendlease does not guarantee the accuracy of the information nor does it accept responsibility for any action taken by its recipients. This document is confidential and by accepting it you agree to keep it and the information contained herein confidential and not disclose it without first obtaining Lendlease's prior written consent. This document must not be copied or distributed in whole or in part without Lendlease's prior consent. No representation, express or implied, is or will be made by Lendlease in or in relation to this brochure or the information referred to herein. The information presented cannot be relied upon by any person or for any purpose. Lendlease is not acting as an adviser or assuming any responsibility to the recipient of this brochure and the recipient should exercise independent judgement and seek independent advice.

